GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1415
ANSWERED ON:03.03.2000
AGREEMENT FOR COVERAGE OF CRICKET EVENTS
AJAY SINGH CHAUTALA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether any agreement has been made by the Government/ Prasar Bharati ofRs. 450 crore for sponsoring and telecasting cricket programmes during the next five years;

(b) if so, the details thereof; and

(c) the income likely to be earned by Doordarshan as a result thereof during the next five years?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION & BROADCASTING AND MINISTEROF STATE OF TH DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITELEY)

(a) to (c) : Prasar Bharati has acquired exclusive telecast rights of cricket events organised by BCCI in India till September 2004.It has entered into an agreement with M/s. Buddha Films Ltd. for marketing of air time on telecast of these events.It is likely to generate a revenue of Rs.450 crores. Under this agreement cricket will be shown exclusively on DD Channels and will be marketed by Buddha films.